



SOFIA UNIVERSITY "ST. KLIMENT OHRIDSKI"

FACULTY OF JOURNALISM AND MASS COMMUNICATION

CURRICULUM

Professional Field: **3.5. Public Communications and Information Sciences**

Educational and Qualification Degree: **Bachelor**

Specialty: **Book Publishing**

Ф	Ж	К	0	3	0	1	2	4
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Form of study: **full-time**

Duration of training (number of semesters): **eight (240 credits)**

Professional qualification: **Bachelor of Book Publishing**

Qualification description

Specialty: *BOOK PUBLISHING*

1. Focus, educational goals

The Bachelor Degree Program of “Book Publishing” is a significant academic stage at the studying and mastering of book publishing as meaningful, prestigious and valuable profession with its specifics, features, and requirements in the field of culture and social communication that is intended to respond to a maximum degree to the dynamic intellectual and social needs of a high professional training of specialist, who work at the publishing houses in Bulgaria.

The Bachelor Degree Program of “Book Publishing” has the aim to build highly qualified professionals for the book publishing industry by giving them basic theoretical knowledge and professional skills in the field of book publishing and to do this by combining of the fundamental training in the field of social sciences and mass communication with the specialized courses on the different book publishing profiles and all activities and stages of the publishing process.

The training guarantees the forming of secure professional qualities and skills for the workers in the publishing industry. “Book Publishing” graduates should be able to successfully to be developed as editors and specialists on marketing, public relations and advertising in publishing houses, as well in the mass communication means; to manage their own publishing house; to take managerial positions in the management, marketing, advertisement and the editorial departments of publishing houses and advertisement agencies; to adapt to the quickly growing requirements of the digital publishing industry; to develop as competitive candidates for Master Degree Programs in and outside the spheres of their professional field “Public Communications and Information Sciences”.

2. Training (knowledge and skills necessary for successful professional activity; general theoretical and special training, etc.)

The students, who graduate with the educational and qualification degree “Bachelor” of the “Book Publishing” major, obtain specialized professional training of their choice between “Editorial and Publishing Process” and “Media and Public Relations”. In each of the two elective profiles is guaranteed the specialized training in the aspects of book publishing and of the while editorial and social-communicative process in the system of the book. For this purpose, it is ensured the constant actualization of the taught knowledge, so that the training is adequate to the newest trends in the development of the science and innovations in the field of book publishing and of the transformations in the world publishing business models. Through the elective courses it is introduced a profiling of students in the different media spheres, which is in accordance with the requirements of the High Education Law. Guaranteed are mobility and non-restricted elective of optional courses in accordance with student’s own interests. The students are included in the operative scientific and research activity and the public events of the major.

The study content guarantees theoretical knowledge in the field of the book publishing and the editorial and publishing process, the fundamental training in the field of social sciences and mass communications and specialized knowledge of contemporary world book publishing and editorial activities. The training offers additional angles of the publishing of traditional and new publishing formats, book selling and communication and communication in the digital medium, solving of current business and social cases. In accordance with the chosen specialization knowledge is built of the functioning of the book publishing itself as part of the media system, of the relations between “book – media – audience” and of the economic, legal and social status of the book in media industries and in the content industries.

3. Professional and general competencies, specific competencies

The combination of theoretical knowledge and professional skills in the field of book publishing and in the editorial and publishing process gives to the students the necessary professional competencies on the technology and creativity in book publishing, on the book as a media and the means of expression of the book, of graphic design and publishing systems, of printing, of the economics of book publishing, of copyright, of book selling, marketing and advertising in the book publishing, of the organization, structure and management of the editorial and publishing activity and the new digital technologies, on the avant-guard and innovative technologies in the publishing business. In the training process an emphasis is put on the linguistic,

reading and publishing competency – studied are the different forms and formats of the publishing in the conditions of adaptation and transformation in accordance to the current book publishing practices.

4. Professional development (according to the National classification of professions and positions in the Republic of Bulgaria/ international classifications and according to the position of the future specialist in the national qualification framework for high education and the European qualifications framework)

complex training in an interdisciplinary major such as “Book Publishing” gives an opportunity to the graduated students to develop professional in the state cultural institutions, to affirm themselves on different positions in book publishing and book distribution firms, in media with a cultural emphasis, in research institutes, in non-government organizations and foundations, as well as to create their own publishing brand.

The “Book Publishing” major ensure the necessary qualification for the following positions according to the National classification of professions and positions in the Republic of Bulgaria (2011):

- 2641 6008 Editor of books
- 2166 3008 Graphic designer
- 2166 3009 Designer, print editions
- 2432 6001 Public relations expert
- 2643 6007 Translator and editor
- 3322 3003 Sales representative
- 5223 2001 Sales consultant
- 2642 7001 Editor in chief
- 3339 3008 Literature agent
- 1222 Advertising and public relations managers
- 1221 Sales and marketing management

The students who acquired the educational and qualification degree “Bachelor” of Book Publishing can continue their training in the higher educational degrees “Master” and “Doctor of philosophy” in Bulgaria and abroad.

ФЖК0301

specialty code

Major in "Book Publishing" - Bachelor Degree, full-time

for the class starting in the 2024-2025 year

№	Course Code	Course Title	Type - C, E, O	Term	ECTS credits	Number of classes - total					Number of classes per week	Type of evaluation* - E, CA, CEV, Cont.
						Total	Lectures	Seminars	Practical classes/ practices	Extracurricular Activity		
1	2	3	4	5	6	7	8	9	10	11	12	13

Compulsory Courses

1	3 4 0 3	Introduction to Book Publishing	C	1	5	150	30	15	0	105	2+1+0	CEV
2	3 4 9 3	Theory of the Media	C	1	5	150	45	0	0	105	3+0+0	E
3	3 3 6 7	Contemporary Bulgarian Literature	C	1	4	120	30	0	0	90	2+0+0	E
4	3 1 6 7	History of the Book	C	1	6	180	60	15	0	105	4+1+0	E
5	3 4 9 1	Language Norms and Codification	C	1	6	180	30	30	0	120	2+2+0	E
6	3 3 5 3	Social Psychology	C	1	4	120	30	0	0	90	2+0+0	E
7	3 3 8 9	Theory and Practice of Editing	C	2	7	210	45	30	0	135	3+2+0	E
8	3 3 7 0	Contemporary Foreign Literature	C	2	3	90	30	0	0	60	2+0+0	E
9	3 3 3 4	Editorial and Publishing Systems	C	2	7	210	60	15	0	135	4+1+0	E
10	3 1 5 3	Economics of Book Publishing	C	2	5	150	45	15	0	90	3+1+0	E
11	3 7 6 7	The Bibel as a Library	C	2	3	90	30	0	0	60	2+0+0	E
12	3 6 6 6	Theory and Typology of the Text	C	2	4	120	30	15	0	75	2+1+0	CEV
13	3 1 2 0	Graphic Design	C	3	8	240	60	30	0	150	4+2+0	CEV
14	3 3 9 0	Theory and Practice of the Photo Image	C	3	3	90	10	20	0	60	1+1+0	E
15	3 2 8 3	Printing Basis	C	3	3	90	15	15	0	60	1+1+0	E
16	3 7 7 1	Translation Theory	C	3	4	120	30	15	0	75	2+1+0	E
17	3 3 7 4	Contemporary World Book Publishing	C	3	7	210	45	30	0	135	3+2+0	CEV
18	3 4 9 4	Study Publishing - Master Class 1	C	3	5	150	0	60	0	90	0+4+0	CA
19	3 6 7 9	Theory of the Digital Communication	C	4	5	150	30	15	0	105	2+1+0	E
20	3 1 5 7	Intellectual Property in Book Publishing	C	4	2	60	30	0	0	30	2+0+0	CA
21	3 1 3 7	Ethics and Communication	C	4	6	180	45	15	0	120	3+1+0	E
22	3 6 4 8	Fundamentals of Public Relations	C	4	5	150	30	15	0	105	2+1+0	E
23	3 4 9 2	Stylistics	C	4	5	150	30	15	0	105	2+1+0	CEV

24	3	4	9	5	Study Publishing - Master Class 2	C	4	6	180	0	60	0	120	0+4+0	CA
25	3	3	9	3	Theory of Culture	C	5	5	150	45	0	0	105	3+0+0	E
26	3	1	7	9	The Book as Media	C	5	6	180	45	15	0	120	3+1+0	CEV
27	3	3	5	8	Sociology of the Book	C	5	6	180	30	30	0	120	2+2+0	CEV
28	3	1	2	9	European Media Law	C	5	3	90	30	0	0	60	2+0+0	E
29	3	2	6	5	Ethno-Psychology	C	5	5	150	30	15	0	105	2+1+0	E
30	3	4	9	6	Study Publishing - Master Class 3	C	5	5	150	0	45	0	105	0+3+0	CA
31	3	1	5	1	Publishing Profiles	C	6	8	240	60	30	0	150	4+2+0	E
32	3	3	9	7	Theory of Reading	C	6	6	180	45	15	0	120	3+1+0	CEV
33	3	2	8	4	Fundamentals of Advertising	C	6	6	180	45	15	0	120	3+1+0	CEV
34	3	1	8	1	Book Selling	C	6	4	120	15	15	0	90	1+1+0	CA
35	3	4	9	7	Study Publishing - Master Class 4	C	6	5	150	0	45	0	105	0+3+0	CA
36	3	7	6	8	Digital and Audio Books	C	7	7	210	30	30	0	150	2+2+0	E
37	3	6	3	3	Presentation of the Book	C	7	6	180	30	15	0	135	2+1+0	E
38	3	7	0	8	Literary Agencies	C	7	5	150	30	0	0	120	2+1+0	E
39	3	3	7	1	Contemporary World Media 20 - 21 Century	C	8	5	150	30	15	0	105	2+1+0	E
40	3	2	0	6	Critics and Critical Practices	C	8	5	150	15	30	0	105	1+2+0	CA

Elective Courses

Elective Profile - Editorial and Publishing Process (EEP)* – the selected courses must carry 22 credits (of which, 12 from the seventh semester and 10 from the eighth semester)															
1	И	7	6	9	Publishing and Editing of Books with Fictional and Non-Fictional Content	E	7	7	210	0	60	0	150	0+4+0	CA
2	И	1	5	0	Textbook Publishing	E	7	5	150	15	15	0	120	1+1+0	CA
3	И	1	0	9	Business Communication	E	8	2	60	30	0	0	30	2+0+0	E
4	И	7	8	3	Book Publishing for Children	E	8	5	150	45	15	0	90	3+1+0	CEV
5	И	4	9	8	Book Lay-out and Technical Editing	E	8	3	90	15	30	0	45	1+2+0	CA
Elective Profile - Media and Public Relations (MPR)* – the selected courses must carry 22 credits (of which, 12 from the seventh semester and 10 from the eighth semester)															
1	И	3	9	5	Theory of Mass Communication	E	7	6	180	30	15	0	135	2+1+0	CEV
2	И	4	0	0	Typology of Magazine	E	7	6	180	30	15	0	135	2+1+0	CA
3	И	7	8	4	Producer Approaches in Book Publishing	E	8	4	120	30	15	0	75	2+1+0	CEV
4	И	7	7	0	Communicative Skill in the Audio-visual Formats	E	8	3	90	30	15	0	45	2+1+0	CA
5	И	2	4	0	Media in Politics	E	8	3	90	30	15	0	45	2+1+0	CA

Optional Disciplines

1	Φ	0	0	8	Sports - 1	0	1	4	120	0	0	60	60	0+0+4	E
2	Φ	0	1	2	English - 1	0	1	3	90	0	45	0	45	0+3+0	CA
2	Φ	0	1	3	French - 1	0	1	3	90	0	45	0	45	0+3+0	CA
2	Φ	0	1	4	German - 1	0	1	3	90	0	45	0	45	0+3+0	CA
2	Φ	0	0	9	Sports - 2	0	2	4	120	0	0	60	60	0+0+4	E
2	Φ	0	1	5	English - 2	0	2	3	90	0	45	0	45	0+3+0	E
2	Φ	0	1	6	French - 2	0	2	3	90	0	45	0	45	0+3+0	E
2	Φ	0	1	7	German - 2	0	2	3	90	0	45	0	45	0+3+0	E
5	Φ	0	1	0	Sports - 3	0	3	4	120	0	0	60	60	0+0+4	E
2	Φ	0	1	8	English - 3	0	3	3	90	0	45	0	45	0+3+0	CA
2	Φ	0	1	9	French - 3	0	3	3	90	0	45	0	45	0+3+0	CA
2	Φ	0	2	0	German - 3	0	3	3	90	0	45	0	45	0+3+0	CA
6	Φ	0	4	9	History of Philosophy	0	3	2	60	30	0	0	30	2+0+0	CA
7	Φ	0	1	1	Sports - 4	0	4	4	120	0	0	60	60	0+0+4	E
2	Φ	0	2	1	English - 4	0	4	3	90	0	45	0	45	0+3+0	E
2	Φ	0	2	2	French - 4	0	4	3	90	0	45	0	45	0+3+0	E
2	Φ	0	2	3	German - 4	0	4	3	90	0	45	0	45	0+3+0	E
2	Φ	0	2	4	English - 5	0	5	3	90	0	45	0	45	0+3+0	CA
2	Φ	0	2	5	French - 5	0	5	3	90	0	45	0	45	0+3+0	CA
2	Φ	0	2	6	German - 5	0	5	3	90	0	45	0	45	0+3+0	CA
2	Φ	0	2	7	English - 6	0	6	3	90	0	45	0	45	0+3+0	E
2	Φ	0	2	8	French - 6	0	6	3	90	0	45	0	45	0+3+0	E
2	Φ	0	2	9	German - 6	0	6	3	90	0	45	0	45	0+3+0	E
2	Φ	0	3	0	English - 7	0	7	3	90	0	45	0	45	0+3+0	CA
2	Φ	0	3	1	French - 7	0	7	3	90	0	45	0	45	0+3+0	CA
2	Φ	0	3	2	German - 7	0	7	3	90	0	45	0	45	0+3+0	CA
2	Φ	0	3	3	English - 8	0	8	3	90	0	45	0	45	0+3+0	E
2	Φ	0	3	4	French - 8	0	8	3	90	0	45	0	45	0+3+0	E
2	Φ	0	3	5	German - 8	0	8	3	90	0	45	0	45	0+3+0	E
9	Φ	0	3	6	Writing of a Graduation Project/ Scientific Writing for Graduating Students	0	8	2	60	30	0	0	30	2+0+0	CA

Compulsory disciplines for foreign students**															
1	3	1	1	2	Bulgarian for Foreigners - 1	C	1	6	180	0	60	0	120	0+4+0	Cont.
2	3	1	1	2	Bulgarian for Foreigners - 1	C	2	6	180	0	60	0	120	0+4+0	CA
3	3	1	1	2	Bulgarian for Foreigners - 2	C	3	6	180	0	60	0	120	0+4+0	Cont.
4	3	1	1	2	Bulgarian for Foreigners - 2	C	4	6	180	0	60	0	120	0+4+0	CA

Study Practice

No	Code				Practice title	Type - C, E, O	Term	ECTS - credits	Weeks	Hours	Type of evaluation* - E, CA, CEV
1	3	2	2	2	Summer Educational Practice - 1	C	2	1		90	CA
2	3	2	2	2	Summer Educational Practice - 2	C	4	1		90	CA
3	3	2	2	2	Summer Educational Practice - 3	C	6	1		90	CA

Graduation

Form of a degree completion	ECTS - credits	First thesis defence session	Second thesis defence session
Thesis Defence	10	July	November

* Every students must choose one of the two elective profiles.

** The obtained credits are added as optional to the reglamented 240 credits for the Educational and Qualification Degree "Bachelor".

Successfully taken exams in the Erasmus+ Program during a period of outgoing academic mobility of students at FJMC are accepted and included in the diploma instead of or along with the elective courses, which are a part of the curriculum.

Sofia University "St. Kliment Ohridski"
Curriculum Reference Statement
 Major in "Book Publishing"
 Educational Form: full-time, Educational period: 8 terms

Course Load, ECTS-credits and number of grades for the term																																				
Type of courses	I Term			II Term			III Term			IV Term			V Term			VI Term			VII Term			VIII Term			IX Term			X Term			Total					
	Course Load (number of classes)	ECTS – credits	number of grades	Course Load (number of classes)	ECTS – credits	number of grades	Course Load (number of classes)	ECTS – credits	number of grades	Course Load (number of classes)	ECTS – credits	number of grades	Course Load (number of classes)	ECTS – credits	number of grades	Course Load (number of classes)	ECTS – credits	number of grades	Course Load (number of classes)	ECTS – credits	number of grades	Course Load (number of classes)	ECTS – credits	number of grades	Course Load (number of classes)	ECTS – credits	number of grades	Course Load (number of classes)	ECTS – credits	number of grades	Course Load (number of classes)	Course Load (number of classes)	Course Load (number of classes)	Course Load (number of classes)		
Compulsory Courses	285	30	6	315	29	6	330	30	6	285	29	6	285	30	6	285	29	5	135	18	3	90	10	2										2010	205	40
minimum of elective courses when choosing the profile "Editorial and Publishing Process" (EEP)																			90	12	2	135	10	3										225	22	5
minimum of elective courses when choosing the profile "Media and Public Relation" (MPR)																			90	12	2	135	10	3										225	22	5
Optional Disciplines																																				
Study Practices				90	1	1				90	1	1				90	1	1																270	3	3
Total for BP+EEP:	285	30	6	405	30	7	330	30	6	375	30	7	285	30	6	375	30	6	225	30	5	225	20	5							2505	230	48			
Total for BP+MPR:																			225	30	5	225	20	5							2505	230	48			

number of classes

Form of a degree completion	ECTS - credits	Number of classes for preparation	First thesis defence session	Second thesis defence
Thesis Defence	10		July	November

Acquired professional qualification: Bachelor of Book Publishing